

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): Barton et al.  
Appl. No.: 10/691,806  
Conf. No.: 6662  
Filed: October 21, 2003  
Title: APPARATUS AND METHOD FOR PROVIDING POINT OF PURCHASE  
PRODUCTS  
Art Unit: 3653  
Examiner: J. Shapiro  
Docket No.: 112703-294

Mail Stop  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office Action dated December 7, 2006, please amend the above-identified patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 11 of this paper.